

**DOT/EPA *It All Adds Up To Cleaner Air* Initiative  
Seasonal Theme Program Materials: Winter**

**PRESS RELEASE TEMPLATE**

Draft press release for use in announcing community involvement in the *It All Adds Up To Cleaner Air* winter program.

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FOR IMMEDIATE RELEASE

CONTACT: (spokesperson)  
(phone number)

**(Name of Organization) Kicks Off *It All Adds Up To Cleaner Air* Wintertime  
Transportation and Clean Air Public Education Program**

(City, date) – The (name of organization) kicked off a new *It All Adds Up To Cleaner Air* public education program today designed to focus attention on the simple things local residents can do this winter to help reduce traffic congestion and clean the air. The program provides information and resources on ride sharing, telecommuting and trip chaining that anyone can apply in their own life to help reduce traffic congestion and improve air quality.

*Insert a quote from a local program spokesperson that explains the program and provides detail on the local involvement/relevance. For example: “Air quality and traffic congestion issues are just as important in the winter as they are in the summer,” said (name of spokesperson) of (name of organization). “By participating in the It All Adds Up To Cleaner Air winter program, we are working to provide useful information to local residents that they can apply in their daily lives. These are simple, easy tips that fit into busy schedules. Best of all, following this advice will deliver real results in terms of less congestion and improved air quality in our community.”*

During the winter months, the (name of organization) will conduct a number of activities designed to educate local residents about the impact simple choices such as taking mass transit, sharing a ride, combining errands or telecommuting can have on air quality and traffic congestion. Activities planned by the local organization/group/coalition/agency include: (list activities).

The *It All Adds Up To Cleaner Air* winter program was designed by the U.S. Department of Transportation and the U.S. Environmental Protection Agency as a way to focus attention on the importance of air quality and traffic congestion in the winter months. *It All Adds Up To Cleaner Air* is a national public education and partnership-building initiative designed to aid regional, state and community efforts to reduce traffic congestion and air pollution. *It All Adds Up To Cleaner Air* seeks to inform the public about the connection between their transportation choices, traffic congestion and air

quality, and emphasizes simple, convenient actions people can take to improve air quality and reduce congestion.

The (name of organization) has been recognized by the two federal agencies as a participating community in the national *It All Adds Up To Cleaner Air* initiative.

For more information about *It All Adds Up To Cleaner Air* winter program activities in (name of community), please contact (name, phone number, e-mail of contact person) or visit the Web site at (list URL here).

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